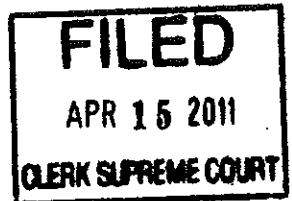


IN THE SUPREME COURT OF IOWA

**IN THE MATTER OF THE
THE SUPREME COURT
COMMITTEE TO STUDY
LAWYER ADVERTISING RULES**

ORDER



In 2005, this court adopted the Iowa Rules of Professional Conduct. For the most part, these rules mirror the provisions of the ABA Model Rules of Professional Conduct with the exception of the provisions regulating lawyer advertising. Instead of adopting the advertising provisions in the ABA Model Rules the court retained Iowa's long-time lawyer advertising rules with the intention of subjecting these provisions to a separate study in the future. Now it is time to study the advertising rules.

Accordingly, the court establishes a committee to study Iowa's lawyer advertising rules for the purpose of improving their effectiveness. This committee shall assess the efficacy of the current advertising rules and recommend whether new rules or amendments to the rules are necessary. As part of its assessment, the committee shall determine whether these rules need to be updated to address recent developments in the law as well as developments in advertising media, including the Internet and social media. The committee shall also study the advertising rules in the ABA Model Rules of Professional Conduct for possible adoption, in whole or in part, in Iowa. The committee shall report its findings, conclusions and recommendations for proposed amendments and rules, if any, to this court by December 31, 2011.

The court appoints the following members to the committee:

- Justice David Wiggins, chair
- Michael Gartner, Des Moines
- Michael A. Giudicessi, Des Moines
- Charles Harrington, Des Moines
- Edward Keane, Sioux City
- Barbara Maness, Davenport
- Marti Nerenstone, Council Bluffs

- David O'Brien, Cedar Rapids
- Margaret Raymond, Iowa City
- Dustria Relph, Corydon
- Jennifer Rinden, Cedar Rapids
- Robert Rush, Cedar Rapids
- Artemio Santiago, Ft. Madison
- Palma Strand, Omaha
- Dr. Herbert Strentz, Des Moines
- Ellen Yee, Des Moines

This committee includes lawyers nominated by The Iowa State Bar Association, the Iowa Association for Justice, the Iowa Academy of Trial Lawyers, and the Iowa Defense Counsel Association, law professors who specialize in ethics, lawyers who reside and practice in communities that border or are near neighboring states, lawyers who have special expertise in information technology and in the media business, a retired journalism professor, and the head of the court's attorney discipline office. Members of the committee may be reimbursed for necessary and reasonable travel expenses pursuant to Iowa Court Rules 22.16 and 22.21.

Dated this 15th day of April, 2011.

THE SUPREME COURT OF IOWA

By Mark S. Cady
Mark S. Cady, Chief Justice